

A COMPARATIVE STUDY OF THE TREATMENT OF EDUCATION IN
THE PITTSBURGH COURIER AND THE NORFOLK
JOURNAL AND GUIDE FROM JUNE,
1952 THROUGH MAY, 1953

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CHAPTER I

INTRODUCTION

From its beginning in 1827 to the present time, the Negro press has been the principal medium through which Negroes have expressed their antagonism toward the segregation and discrimination to which they are subjected in American society. It is through the Negro newspaper that Negroes are able not only to express their protest against existing social and economic conditions, but they can also suggest procedures for securing better conditions, report changes in race relations that are taking place and, at the same time, focus attention on the accomplishments of Negroes.

In its effort to fight for equal opportunities for Negroes and stimulate them to greater accomplishments, the Negro newspaper has used certain themes. As was stated by Maurice R. Davie, "the main themes are discrimination and achievement: (1) wrongs done to the Negro and his fight against them and (2) accomplishments by the Negro. These absorb ninety per cent of all news, editorials, and features in the entire Negro newspaper."¹

In making capital use of these two themes, the present-day Negro newspaper stimulates its readers to prepare and strive for first-class citizenship, inspires them to greater achievement, informs them about major world happenings, and educates them politically, economically and socially.

¹Maurice R. Davie, Negroes in American Society (New York: McGraw-Hill Book Company, 1949), p. 202.

Purpose and Scope

It is assumed that one of the principal forces contributing to the elimination of discrimination against Negroes and the basis upon which significant progress will be made is education. If the Negro newspaper continues to serve as a major factor in accelerating the Negro's progress, it should give a reasonable amount of space to the discussion and the reporting of news of a direct educational character.

The purpose of this study, therefore, is to determine the extent and compare the treatment of educational news in two of the leading Negro newspapers, the Pittsburgh Courier and the Norfolk Journal and Guide.

This study, which is limited to the Carolina Editions of the Pittsburgh Courier and the Norfolk Journal and Guide, from June, 1952 through May, 1953, is concerned only with articles which have an educational theme.

Significance

It is hoped that this study will make a significant contribution to the existing body of literature pertaining to the Negro press. It is the first study of its type to be made of the Pittsburgh Courier and the Norfolk Journal and Guide and will supplement a similar study of the treatment of education in the Chicago Defender which was made by Dr. Virginia L. Jones.¹

¹Virginia L. Jones, "Treatment of Education in the City Edition of the Chicago Defender, May, 1943 - April, 1944" (School of Library Service, Atlanta University, 1944), 17 p. (Mimeographed).

Definitions

For the purpose of this study, treatment is defined as the number of educational articles, the number of column inches allotted to the articles, and the type of subjects emphasized. Educational articles in this study include all news articles, editorials, and columns which relate to the activities of educational institutions, including their personnel, students, curricular and extra-curricular activities, and all other items with an educational theme.

Methodology

In order to determine and compare the treatment of education in the Pittsburgh Courier and the Norfolk Journal and Guide, from June, 1952 through May, 1953, the following methods were used:

1. The second and fourth issues of the Carolina Editions for each month were examined.
2. Each page of twenty-four issues of each of the papers was read and checked for articles related to education.
3. Educational articles were classified and placed in the following categories: (A) Educational Institutions, (B) Personalities Connected With Educational Institutions, (C) Curricular Activities, (D) Extra-Curricular Activities, (E) Integration in Educational Institutions, (F) Professional Educational Organizations.

Subjects which were considered in relation to their categories were as follows:

Category A - Educational Institutions

- (1) Programs Sponsored by Educational Institutions

- (2) Enrollment in Educational Institutions
- (3) Finances of Educational Institutions
- (4) Buildings and Equipment of Educational Institutions

Category B - Personalities Connected With Educational
Institutions

- (1) Faculty
- (2) Students
- (3) Alumni
- (4) Trustees
- (5) Other

Category C - Curricular Activities

- (1) Subjects offered
- (2) Classroom Activities
- (3) Reserve Officers' Training Corps
- (4) Night Classes

Category D - Extra-Curricular Activities

- (1) Sports
- (2) Dramatics
- (3) Fraternities and Sororities
- (4) Other

Category E - Integration in Educational Institutions

- (1) Court Action
- (2) Action of Parents
- (3) Action of Students
- (4) Action of School and Governmental Authorities,
Pro and Con

Category F. - Professional Educational Organizations

(1) Meetings

(2) Activities of the Organizations

4. In order to arrive at an objective, quantitative description of the articles related to education and to maintain uniformity in the interpretation and the classification of the articles, a checklist was used and the following rules applied:
 - (a) Articles which contained material related to a category or topic of that category were recorded under that category or topic as to number of articles, space allotted, and subjects treated.
 - (b) Every article that was related to a topic or a category was counted once and the space allotted to it was measured.
 - (c) Subjects of the topics under the categories were counted and their frequency of occurrence indicated.
5. Tabulations were made which revealed for the period, according to the categories, (1) the total number of educational articles, (2) the total number of column inches allotted to them, and (3) the percentages of articles and column inches in reference to the totals.
6. The types of subjects emphasized under each category were determined by the frequency of their appearance in news articles and editorials.

From the resulting data, a comparison was made of the treatment of education in the Pittsburgh Courier and the Norfolk Journal and Guide, from June, 1952 through May, 1953, in reference to the number of articles related to education, the amount of space allotted to the articles, and the types of subjects emphasized.

CHAPTER II

THE DEVELOPMENT OF THE NEGRO NEWSPAPER

An understanding of the Negro newspaper today is necessarily dependent upon a knowledge of the development of the Negro newspaper in general. This chapter, therefore, is devoted to a discussion of the Negro newspaper from its beginning in 1827 to present-day issues of the Pittsburgh Courier and the Norfolk Journal and Guide.

The Influence of Slavery

It was the urgent need for a medium through which Negroes could express their protest against slavery and its attendant evils that produced the impetus for the beginning of the first Negro newspaper. The Negro press, therefore, "was born as an organ of protest."¹ The first Negro newspaper, Freedom's Journal, was published in New York in 1827.² Its editors were John B. Russwurm and Samuel Cornish. Russwurm, who graduated from Bowdoin College in 1826, was the first Negro college graduate in America and Cornish was a Presbyterian minister. This first venture of the crusading press "grew out of a meeting of Russwurm, Cornish and others to consider the vilest attacks on the Afro-American."³ These vile attacks were made in a paper published in

¹Maruice R. Davie, Negroes in American Society (New York: McGraw-Hill Book Co., Inc., 1949), p. 197.

²I. Garland Penn, The Afro-American Press and Its Editors (Springfield: Willey and Son Publishers, 1891), p. 26.

³Jessie Parkhurst Guzman, Negro Year Book (Tuskegee: The Department of Records and Research, Tuskegee Institute, 1947), p. 384.

New York which discouraged freedom for the slaves. Because Freedom's Journal was published in the interest of the abolition of slavery, "it met with more and greater obstacles than did any other paper ever published upon the continent."¹

Although the avowed purpose of the first Negro newspaper was to protest against slavery, its contents included a variety of materials. It was a small-sized paper with four pages of four columns each. "The issue of Freedom's Journal dated March 30, 1827, has on the first page three articles. One continues the "Memoirs of Cap. Paul Cuffee"; the second is an essay, also "to be continued", on "People of Colour"; the third was a bit of news about a cure for drunkenness."²

Upon the retirement of Cornish, Russwurm assumed sole editorial control of the paper with the issue dated September 4, 1827. On March 21, 1828, the name of Freedom's Journal was changed to Rights of All. Although the paper had good contributors, it was opposed even more strenuously than Freedom's Journal. In 1830 its publication was suspended; Russwurm was "captured by the Colonization Society and sent to Africa."³

In January, 1837, The Weekly Advocate, the second Negro newspaper in the United States, appeared with Samuel Cornish as editor. In March, 1837, the name was changed to Colored American. It advocated freedom

¹Penn, op. cit., p. 30.

²Frederick G. Detweiler, The Negro Press in the United States (Chicago: The University of Chicago Press, 1922), p. 37.

³Penn, op. cit., p. 30.

for the slaves and first-class citizenship for free Negroes until its suspension in 1842.

From 1837 to 1847, Negroes edited several anti-slavery newspapers, but they were all short-lived. In 1847 Frederick Douglass published The North Star which proved to be the most famous of all the anti-slavery newspapers.

It was in England rather than in America where Douglass found inspiration and financial assistance for establishing his paper. Upon his return to America, he was disappointed to find that his Boston friends were not favorably disposed toward his proposed venture, and their attitude almost caused him to change his mind about the project. In expressing his attitude at the time, Douglass said:

All previous attempts to establish such a journal having failed, I feared lest I should but add another to the list and thus contribute another proof of mental deficiencies of my race. Very much that was said to me in respect to my imperfect literary attainment, I felt to be most painfully true.¹

In order to establish his paper in peaceful surroundings, Douglass left Boston and his suspicious friends and went to Rochester, New York, among strangers. In the fall of 1847, with Frederick Douglass as editor and publisher, the North Star appeared. It "was a large sheet published weekly at a cost of eighty dollars and an average circulation of 3,000 subscribers."² After the first three or four years, the name of the paper was changed from the North Star to Frederick Douglass's Paper, "in order to distinguish it from the many papers with "Stars" in their titles."³

¹Frederick Douglass, Life and Times of Frederick Douglass Written by Himself (New York: Patthway Press, 1941), p. 288.

²Ibid., p. 291.

³Ibid., p. 292.

In spite of financial handicaps and hostilities from many sources, Douglass managed to make his paper a potent force in the anti-slavery crusade. It was published from the fall of 1847 until Emancipation was accomplished.

From 1847 to 1855, according to Oak,¹ six other newspapers were edited by Negroes. With the exception of the North Star, all of the early Negro newspapers were short-lived, but they were all organs of protest against slavery and advocated justice for Negroes whether they were slaves or free men.

The anti-slavery newspapers edited by Negroes laid a solid foundation upon which the present-day Negro press is built. The papers met the best standards of journalism during the period because "the founders ... were men of strong character who were primarily interested in educating their readers and in spreading information about conditions under which the American Negroes were living".²

The Effects of Reconstruction

After Emancipation, Negro newspapers were no longer confined to publication and distribution in the North. In nearly every state, Negro newspapers were founded, although some lasted only a short time. The papers that were started during Reconstruction usually kept high standards of journalism as they "were started by some of the ablest men of the race at that time".³ During the period, the development of the Negro newspaper

¹Vishnu V. Oak, The Negro Newspaper (Springfield: Antioch Press, 1948), p. 122.

²Ibid., p. 123.

³Penn, op. cit., p. 107.

was aided by a large reading public which was a result of the increasing literacy of the former slaves.

Reconstruction changed the purpose of the Negro newspaper. The emancipation of slaves for which the anti-slavery papers fought had been achieved. The papers during the period of adjustment, therefore, lacked militancy, but they continued to make a plea for first-class citizenship for Negroes who lived in the North and the South.

The political excitement during this time affected the purpose of the Negro newspaper. Negroes had the right to vote and the Republican Party was vying for their support. As a result, many papers were "organs for the Republican Party."¹

According to Penn, in 1870, there were ten journals published by Negroes in the United States and in 1880 there were thirty.² Typical examples of papers published during Reconstruction were: The People's Journal, 1870, by Dr. R. L. Perry; The New Orleans Louisianian, which was the first semi-weekly paper published by Negroes; Our National Progress, 1871, by W. Howard Ray; and The Progressive American, 1871, by John J. Freeman.

In 1888 there appeared The Indianapolis Freeman,³ which was the first illustrated Negro newspaper in the United States. In 1901 the Boston Guardian, established by William Monroe Trotter, became militant and had a large reading public. This popular paper supported the Niagara

¹Gunnar Myrdal, An American Dilemma (New York: Harper & Brothers, 1944), II, 913.

²Penn, op. cit., p. 112.

³Ibid., p. 334.

Movement which had as one of its purposes the condemnation of Booker T. Washington's so-called conciliatory methods and the control they seemed to have exerted over the Negro press. Robert S. Abbott in 1905 started the Chicago Defender and introduced a new type of journalism as far as the Negro press was concerned.

Results of the Two World Wars

The gradual development of the Negro newspaper was speeded up during World War I because it was this war "that provided the tide of protest upon which the press rose in importance and militancy".¹ It was through the Negro newspaper that Negroes were able to read and see the inconsistencies in America's claim of democracy for all citizens. There were several important reasons why the development of the Negro newspaper received such a stimulus at this time, some of the most important of which have been given by Gunnar Myrdal:

There was a more immediate personal interest in the contents of the press. Negroes wanted to read about employment possibilities and the stream of migration; about what happened to the 400,000 drafted Negro men and the 200,000 Negro soldiers in France. As riots increased in number and bloodiness, they wanted to read about them.²

This awakened interest in the contents of the Negro newspaper influenced the launching of many new papers. Oak stated:

At the end of the first World War, there were 220 newspapers and 230 religious, fraternal, college, and other miscellaneous periodicals, making a total of 450 periodicals.³

¹Myrdal, op. cit., p. 914.

²Ibid.

³Oak, op. cit., p. 125.

The increased interest in the contents of the Negro newspaper continued to prevail after the War because riots and lynchings continued and southern Negroes continued to migrate to states outside the South. At the beginning of the era of President Franklin D. Roosevelt, there was a renewed interest in party politics a result of which was that the Negro vote shifted from the Republican to the Democratic Party.

As the weaker Negro newspapers were being discontinued and the stronger ones were reaching maturity, the beginning of World War II greatly increased their militancy and their power to control and direct the thinking of Negroes. In regard to the development of the Negro newspaper during this time, E. Franklin Frazier stated:

With the advent of World War II which stimulated the migration of Negroes to cities and created a new crisis in race relations, the circulation of the Negro newspaper increased rapidly and their influence among Negroes gained in recognition. The Negro newspaper was forced to face the dilemma which was greater than that of World War I because the urbanized Negroes were more sophisticated and more sensitive in regard to their place in American democracy. The Negro press, while protesting its loyalty to the United States, took a determined stand in demanding the complete integration of the Negro into the armed forces and into the industrial organization of America.¹

As proof that the militant press accomplished one of its purposes,

P. L. Prattis observed:

The first victory which was won by direct action of the Negro press was in the form of an amendment to the Air Corps expansion bill of July 1, 1940 which provided that the Secretary of War should take steps to see that Negroes received aviation training.²

¹E. Franklin Frazier, The Negro in the United States (New York: Macmillan Co., 1949), p. 513.

²P. L. Prattis, "The Role of the Negro Press in Race Relations", Phylon, VII (Third Quarter, 1946), 279.

During World War II, the Negro newspaper developed into a powerful force that not only pointed out injustices, but helped to eliminate many of them, and thus paved the way for the integration of Negro citizens into all phases of American society.

Significant Features of Negro Newspapers

Although Negro newspapers are similar in many respects to other American newspapers, they have features which make them different in other respects. One distinctive feature is that the Negro newspaper is, with a few exceptions, a weekly newspaper with a Saturday date-line.

The supplementary character of the Negro newspaper is also a noticeable feature. Because Negro citizens have been treated as a separate group in America, news of their major activities is not found in the white daily papers, although they are read by the majority of Negroes. Negroes, therefore, are forced to supplement the white daily with a paper that features news of interest to Negroes especially. This supplementary newspaper "deals with the problems, triumphs, and prospects of being a Negro in America - no more."¹ The Negro newspaper, then, is a paper that is read in addition to the daily paper, and therefore supplements the daily rather than competes with it.

Sensationalism is considered another distinguishing feature of the Negro newspaper. "That is to say, the more widely read papers generally use sensationalistic technique, but others like the Norfolk Journal and Guide are more conservative in appearance."² Although this

¹John H. Burma, "An Analysis of the Present Negro Press", Social Forces, XXVI (December, 1947), 173.

²Ibid., p. 177.

characteristic of the Negro newspaper is often condemned, it is not uncommon in American journalism. In making use of sensationalism, the "Negro press has simply borrowed this along with more desirable traits from white papers which were its models."¹

Functions of the Negro Newspaper

The main function of the Negro newspaper today differs very little from the function of Freedom's Journal. This fact is obvious because the Negro newspaper still fights for better opportunities for Negroes. According to P. L. Prattis, executive editor of the Pittsburgh Courier, "the chief function of the Negro newspaper along with other forces in Negro life is to fight for first-class citizenship and full opportunity and growth for Negroes."²

As the Negro newspaper has developed, its editors have made a special effort to execute another function by increasing the Negro's pride in himself and respect for himself, and cultivating within him the desire and the willingness to shake hands with the other fellow."³ In the Negro newspaper, the successes of Negroes are always emphasized. "These successes seem to have two purposes: (1) to create heroes, (2) and to point out the opportunities for individual and race advancement."⁴

More and more a major function of the Negro newspaper is to contribute to the growth of better race relations. As proof that the

¹Burma, op. cit., p. 177.

²Prattis, op. cit., p. 273.

³Ibid., p. 281.

⁴Burma, op. cit., p. 173.

present-day Negro newspaper is making a bold attempt to carry out this function, results of an analysis of the Negro press by Fortune¹ magazine can be used. Results of the analysis revealed that of front-page stories, 40 per cent in southern papers and 32 per cent in papers outside the South dealt with stories reporting on furthering Negro-white relations, while stories unfavorable to the conduct of Negro-white relations represented 13 per cent in southern papers and 21 per cent in papers outside the South. On the other hand, stories exclusively about Negroes received 34 per cent in the southern papers and 31 per cent in papers outside the South. Results of this analysis prove that "all evidences that the Negro is being accepted gets a front-page play."² These stories also outnumbered the protest stories two to one. This fact seems a definite indication that the Negro newspaper is fostering better race relations.

The Pittsburgh Courier

The Pittsburgh Courier was first established in 1910 by William E. Hance, Samuel Rosemond, Willian N. Page, C. W. Posey, Sr., and Edward Harleston. When financial disaster struck them, they appealed to Robert L. Vann to have the publication incorporated and paid him with ten shares of almost worthless stock.³ Vann's knowledge of journalism was received while he was editor of the University of Pittsburgh's student paper, Currant.

¹"Press Analysis, Negroes", Fortune, XXI (May, 1945), 233.

²David Hepburn and Stanley Roberts, The Pittsburgh Courier Story (Pittsburgh: Pittsburgh Courier Publishing Co., Inc.), n. d.

³Ibid.

With the determination to build a newspaper which would champion the Negro's cause, Vann developed the Pittsburgh Courier not only into a champion, but also into a big business. Today, with its two million dollars worth of property, it is said to be the world's largest Negro owned newspaper and has had a high press run of 357,000.¹

One of the factors which has contributed to the successful growth of the Pittsburgh Courier is the good coordination of the various tasks connected with the publishing and distribution of the papers. The holding of the distinction of being the world's largest Negro owned newspaper indicates that the personnel connected with the Pittsburgh Courier has had a tremendous task. David Hepburn and Stanley Roberts observed:

The editors who read the copy, the artists who scale the pictures, the linotypers who set type, the engravers who make cuts, the stereotypers who mold the pages, and the pressmen who turn out what you read, it's all taken in smooth stride.²

The Courier staff men are considered good journalists. There are various bureau chiefs who are veteran newspaper men such as George Schyler of the New York Bureau and Joseph Bibb of Chicago. Alert reporters also contribute their share to the success of the paper. It is significant to note that the president and the vice-president of the Courier are women. Mrs. Jessie Vann, widow of Robert L. Vann, is president and Mrs. Daisy E. Lampkin is vice-president.

There are several distinguishing features of the Courier. The outside pages are salmon colored. On the editorial and other pages,

¹Ibid.

²Ibid.

there can be found a number of columns by well known authorities. The copyrighted features, "Your History", by J. A. Rogers and "Dark Laughter", by Ollie Harrington, have been popular for many years. Added features of each issue of the Courier are separate magazine and comic sections. The magazine section features material for the information and entertainment of children and adults.

The Pittsburgh Courier is a member of the Audit Bureau of Circulations and the Pennsylvania Newspapers Association. Interstate United Newspapers is its advertising representative.

There are 16 weekly editions of the Pittsburgh Courier, all of which have a Saturday date-line. Names of the editions are: St. Louis, Louisiana, Florida, Pacific Coast, Carolina, National, New York Seaboard, Washington, Philadelphia, Mid-West, Cleveland, Cincinnati, Ohio, Chicago, Detroit, and City. "News content of different editions varies only in special items of interest to area served".¹

The Courier's circulation for 1950 was 274,329.² The paper's largest circulation is in the South Atlantic states: Delaware, Maryland, the District of Columbia, Virginia, West Virginia, North Carolina, South Carolina, Georgia, and Florida. In 1950,³ the largest circulation, 34,296, was in Florida and the smallest, 245, was in Delaware.

Subscription rates for the Courier in the United States are: seven dollars for one year, twelve dollars for two years, four dollars

¹Audit Bureau of Circulations, A. B. C. Blue Book, Newspaper Publisher's Statements (Chicago: Audit Bureau of Circulations, 1950).

²N. W. Ayer & Son, Directory of Newspapers and Periodicals, 1950 (Philadelphia: N. W. Ayer and Son, Inc., 1950), p. 867.

³Audit Bureau of Circulations, op. cit.

for six months, and twenty cents per single copy.

The Norfolk Journal and Guide

The Norfolk Journal and Guide was launched in 1899 as the organ of the Knights of Gideon, a fraternal organization. In 1909, P. Bernard Young secured a job as printing foreman of the paper. Young's journalistic ability was first recognized one day when he succeeded in writing a good editorial during the absence of the editor. "In 1910 Young took over the Guide and turned it into a general newspaper for Negroes."¹

One of the main elements in the successful development of the Norfolk Journal and Guide is the keen ingenuity of the Young family, P. Bernard, Sr., and his two sons, P. Bernard, Jr., and Thomas W. Young. P. Bernard Young, Sr., is chairman and treasurer of the Board of Directors of the Guide Publishing Company, Incorporated. P. Bernard Young, Jr., is secretary and Thomas W. Young is president.² The father was editor-in-chief of the paper from 1909 to 1944 when he was succeeded by his son, P. Bernard, Jr. In 1953, it was necessary for the father to return to this position while his son was on a leave of absence from his duties.³ In regard to race relations, the newspaper follows the philosophy of P. Bernard Young, Sr. who asserted:

I am definitely opposed to the frontal attack. I believe in negotiation, arbitration, conciliation, and persuasion. If that does not work, then I resort to the courts.⁴

¹"Three in a Row", Time, March 14, 1949, p. 55.

²Journal and Guide, Carolina Edition, February 28, 1953, p. 3.

³Ibid.

⁴"Three in a Row", op. cit., p. 56.

The Norfolk Journal and Guide has significant characteristics, one of the most outstanding of which is its conservative make-up. The fact that the Journal and Guide has reached high standards of journalism has been expressed by many authorities. Maurice R. Davie stated:

In other respects as well, the Negro press is approaching the standard of the white newspaper. Especially is this the case with the more conservative papers such as the Los Angeles Tribune and the Norfolk Journal and Guide.¹

Gunnar Myrdal observed:

The Negro weekly is ordinarily a "sensational" paper. It is true that there are degrees: the highly respected and respectable Norfolk Journal and Guide is more conservative in its appearance, and many of the poor Negro organs in smaller cities do not reach the technical standards where sensationalism is possible.²

Time magazine had this to say:

For nearly 40 years, the weekly Norfolk Journal and Guide has campaigned so skillfully for the Negro that it is the biggest Negro newspaper in the South. It is also about the most soundly edited paper in a segment of the United States Press that is too often shrill, sensational, and irresponsible. ...Said Louis M. Lyons, Curator of Harvard's Nieman Fellowships, "For the most part, the Negro press has a long way to go to reach the highest standards. The Guide is a first class paper by any standards".³

As further proof that the conservative make-up is a worthwhile characteristic of the Journal and Guide, V. V. Oak in proving that not all Negro newspapers are sensational gave as an example the "Journal and Guide with its nonsensational, but factual and clear approach toward Negro news and opinion."⁴

¹Davie, op. cit., p. 201.

²Myrdal, op. cit., p. 917.

³"Three in a Row", op. cit., p. 55.

⁴V. V. Oak, "What About the Negro Press?", Saturday Review of Literature, XXVI (March 6, 1943), p. 4.

The Journal and Guide furnishes its readers with news and feature articles from one of the nation's leading wire services, International News Service. "News Highlights of the Week in Brief", is a weekly feature in which important news stories are arranged according to subject. There is also "The Jay-Gee Club Page" for children and "Journal and Guide Features" for adults.

The Norfolk Journal and Guide is a member of the Audit Bureau of Circulations and the National Newspaper Publisher's Association. Its national advertising representative is Associated Publishers, Inc.

The circulation of the Journal and Guide is the largest of any Negro owned newspaper published in the South. Its circulation for 1950 was 63,428.¹

There are several editions of the Norfolk Journal and Guide. These weekly editions with a Saturday date-line are: Local Edition, Virginia-Carolina Edition, which is the National Edition; Richmond Edition, Newport News Edition, and the Carolina Edition.

Journal and Guide subscription rates for the United States and Canada are one year, five dollars; six months, three dollars; and fifteen cents for a single copy.

"Like all good things Negro journalism was a gradual growth, a systematic development, from very small beginnings."² From the first Negro newspaper, Freedom's Journal, to present-day editions of the Pittsburgh Courier and the Norfolk Journal and Guide, this gradual

¹Ayer, op. cit., p. 996.

²Frederick G. Detweiler, The Negro Press in the United States (Chicago: University of Chicago Press, 1922), p. 60.

growth and development have given strength to the original purpose of the Negro newspaper which was to serve as an organ of protest by fighting for first-class citizenship for Negroes. In keeping pace with the changing social and economic conditions in America, the Negro newspaper has become a powerful force for stimulating in Negroes the desire for worthwhile achievement and also an effective medium for communicating the progress that is taking place in race relations. The Pittsburgh Courier which has the largest circulation of all Negro owned newspapers and the Norfolk Journal and Guide which has the largest circulation of all Negro newspapers published in the South are worthy examples of the high standards that are being reached as a result of the "gradual growth and systematic development" of the Negro newspaper.

The factual information contained in this chapter will serve as a background for understanding the reason for analyzing the contents of these two papers and will emphasize the significance of the results obtained from a comparison of the treatment of education in the Pittsburgh Courier and the Norfolk Journal and Guide.

CHAPTER III

A COMPARISON OF THE TREATMENT OF EDUCATION IN THE COURIER AND THE JOURNAL AND GUIDE, FROM JUNE, 1952 THROUGH MAY, 1953

Because of the concerted efforts that are now being made in the South to secure integration in public schools and institutions of higher learning, there is an increased interest in the activities and policies of educational institutions, and also in the activities of their faculty members, their students, and all other personnel connected with the institutions. The large circulation of the Pittsburgh Courier and the Norfolk Journal and Guide is an indication that these two papers not only have a large reading public, but also that they can serve as effective media for disseminating information concerning education during this important period of transition in the history of education in the United States. A comparative study of the treatment of education in these two papers, therefore, is timely and will indicate their probable effectiveness by presenting a graphic picture of the number, the percentage of articles, and the total number of column inches devoted to educational topics; also, the type of subjects emphasized as determined by the frequency of their appearance will be revealed.

Educational Institutions

Educational institutions have distinctive features which enable them to function as important social institutions in America. Since a

majority of the citizens have attended an educational institution of some sort, news articles about them should have a large reading public composed of alumni, students, prospective students, and other interested persons. Institutions dealt with in this study are colleges and universities, professional schools, high schools, elementary schools, special schools, and trade schools.

In both the Courier and the Journal and Guide, the largest number of articles distributed over the greatest amount of space in column inches was concerned with news and discussions about colleges and universities. As revealed in Table 1, the larger number of articles devoted to this category for the period appeared in the Courier which devoted 93.78 per cent of its reports concerning educational institutions to colleges and universities. In comparison, the number printed by the Journal and Guide represented 61.1 per cent of its total. In reference to column inches, the Courier's allotment of 95.06 per cent of its total is a noticeable contrast to the 61.1 per cent of the total space allotment by the Journal and Guide.

For professional schools which included schools of medicine, law, and theology, the number of articles and column inches is almost negligible in both papers, as the two articles in the Courier covered 1.67 per cent of the total space in column inches for the category and the one in the Journal and Guide occupied less than one per cent of its total space for the category.

From the data in Table 1, it is also evident that in both papers, the second largest number of articles dealt with high schools. In contrast to the fact that the larger percentage of articles concerning colleges

TABLE 1

NUMBER AND PERCENTAGE OF ARTICLES AND COLUMN INCHES
PERTAINING TO CATEGORY A, EDUCATIONAL INSTI-
TUTIONS, IN THE COURIER AND THE JOURNAL
AND GUIDE, JUNE, 1952 - MAY, 1953

Institution	<u>Courier</u>				<u>Journal and Guide</u>			
	Articles		Column Inches		Articles		Column Inches	
	Num- ber	Per- centage	Num- ber	Per- centage	Num- ber	Per- centage	Num- ber	Per- centage
Colleges and universities	181	93.78	923.00	95.06	174	61.10	1,169.00	61.1
Professional Schools	2	1.04	16.25	1.67	1	.27	14.75	.78
High Schools	5	2.59	15.00	1.55	99	30.30	579.50	30.29
Elementary Schools	1	.51	3.25	.33	9	2.94	56.25	2.95
Special Schools	2	1.04	7.75	.80	14	3.83	73.25	3.83
Trade Schools	2	1.04	5.75	.59	4	1.06	30.25	1.05
Total	193	100.00	971.00	100.00	301	100.00	1,913.00	100.00

and universities appeared in the Courier, the larger percentage concerning high schools appeared in the Journal and Guide. The disparity in the totals for the two papers seems significant. In the Journal and Guide there were 99 articles as compared with five in the Courier. The contrast in treatment is further emphasized in the percentage of space allotment allowed by each paper which was 30.29 for the Journal and Guide and 1.55 for the Courier.

It is also further evident that neither paper gave much consideration to reporting information concerning elementary schools. For this

type of information, however, the Journal and Guide presented nine articles while one was presented in the Courier. Column inches of space in the Journal and Guide amounted to 2.95 per cent of the total number of inches allotted to educational institutions while in the Courier the one article occupied 3.25 inches which was less than one per cent of the total inches given to the category.

Special schools, which included private schools of business, beauty culture, music, and nursing, were also represented by a larger number of articles in the Journal and Guide than in the Courier. In relation to the total number of articles for the category, the percentage distribution was 3.83 for the Journal and Guide and 1.04 for the Courier. Comparative percentages of space given were 3.83 for the Journal and Guide and .8 for the Courier.

As with professional schools, the reporting of news pertaining to trade schools received very little attention in either paper. It is assumed that the scarcity of schools of this type is the reason for the paucity of news concerning them. Only four such articles were printed in the Journal and Guide and half as many appeared in the Courier during the year. Space allotment for the articles amounted to 1.05 per cent of the total inches for all institutions in the Journal and Guide and .59 per cent of the total number for the Courier.

Comparative totals for the number of articles and the number of column inches allotted to them by the two papers reveal that for the year's period, the Journal and Guide devoted 108 more articles and 942 more column inches of space to news and discussions concerning educational institutions than did the Courier. The Courier contained 193

articles which covered 971 column inches while the Journal and Guide contained 301 articles distributed over 1,913 column inches of space.

The contents of the news reports and discussions pertaining to educational institutions furnished information concerning definite phases of their activities and management. The subjects discussed in the articles and the frequency of their appearance in the two papers are given in Table 2. Articles which appeared the greatest number of times in both papers were reports concerning programs which dealt, for the most part, with concerts, lectures, commencement activities, and other public programs sponsored by the institutions. Articles of this type made 133 appearances in the Journal and Guide and 87 in the Courier. General information concerning school and college affairs was the next most frequently reported subject in each paper by receiving mention in the Journal and Guide 58 times and in the Courier 29 times. Additional subjects emphasized as determined by the frequency of their appearance in the Courier were news reports on new buildings and equipment, 28; finances, which included information on state and federal appropriations, the United Negro College Fund, and philanthropic gifts, 18; enrollment, which usually reported increases, 17; and conferences sponsored by the institutions, 14. In comparison, the Journal and Guide emphasized buildings and equipment, 50; conferences, 30; finances, 25; and enrollment, 5.

While both papers gave the greatest emphasis to the reporting of news concerning programs sponsored by the institutions, the Courier gave the least mention to conferences and the Journal and Guide gave the least to reports of enrollment increases.

TABLE 2

FREQUENCY OF THE APPEARANCE OF SUBJECTS RELATING TO
CATEGORY A, EDUCATIONAL INSTITUTIONS, IN THE
COURIER AND THE JOURNAL AND GUIDE, JUNE,
1952 - MAY, 1953

<u>Courier</u>		<u>Journal and Guide</u>	
Subjects	Frequency	Subjects	Frequency
Programs	87	Programs	133
General Information*	29	General Information	58
Buildings and Equipment	28	Buildings and Equipment	50
Finances	18	Conferences	30
Enrollment	17	Finances	25
Conferences	14	Enrollment	5
Total	193		301

*News articles which contain information that deals with more than one subject.

Personalities Connected With Educational Institutions

Personalities, including students, faculty members, and other personnel connected with educational institutions are important factors contributing to the operation of these institutions. News of their activities and accomplishments is of interest to the general public as well as to people who are directly concerned with the field of education. One of the purposes of this study, therefore, was to determine the comparative treatment of articles relating to these personalities in the Courier and the Journal and Guide. As evidenced in Table 3, the largest number of articles and the largest number of column inches in

TABLE 3

NUMBER AND PERCENTAGE OF ARTICLES AND COLUMN INCHES
RELATING TO CATEGORY B, PERSONALITIES CONNECTED
WITH EDUCATIONAL INSTITUTIONS, IN THE COURIER
AND THE JOURNAL AND GUIDE, JUNE, 1952 -
MAY, 1953

Institution	<u>Courier</u>				<u>Journal and Guide</u>			
	Articles		Column Inches		Articles		Column Inches	
	Num- ber	Per- centage	Num- ber	Per- centage	Num- ber	Per- centage	Num- ber	Per- centage
Colleges and Universities	252	83.44	772.75	80.47	302	69.43	1,223.00	67.74
Professional Schools	16	5.29	60.5	6.3	18	4.14	48.5	2.69
High Schools	18	5.96	62.5	6.51	88	20.23	385.95	21.38
Elementary Schools	6	2.00	31.75	3.31	17	3.9	97.00	5.37
Special Schools	10	3.31	32.75	3.41	10	2.3	51.00	2.82
Trade Schools	0	0.00	0	0.00	0	0.00	0.00	0.00
Total	302	100.00	960.25	100.00	435	100.00	1,805.45	100.00

both papers were concerned with personalities connected with colleges and universities. This fact has a direct relation to the data presented in Table 1 which pointed out that the largest number of articles and also column inches concerned with educational institutions was for colleges and universities. Relative percentages for this category indicate that personalities connected with institutions of higher learning received preference in the two papers, but the larger percentage was for the Courier. In relation to the totals for the category, 83.44 per cent of the articles which covered 80.47 per cent of the space in the Courier

presented reports relating to personalities connected with colleges and universities, while the percentages for the Journal and Guide were 69.43 for the articles and 67.74 for the column inches. The percentages were also slightly higher in the Courier for personalities connected with professional schools, but a very appreciable difference was noticed in the treatment of information concerning high school personnel. In the Journal and Guide, 20.23 per cent of these articles was given 21.38 per cent of the total space, while in the Courier 5.96 per cent of the articles was allocated 6.51 per cent of the column inches of space. Persons connected with elementary schools failed to receive much attention in either paper. While 3.9 per cent of the articles in the Journal and Guide were given 5.37 per cent of the space, two per cent of the Courier articles were printed in 3.31 per cent of the total space allotted to the category. Although the differences were small, persons connected with special schools received more attention in the Courier, with 3.31 per cent of the articles and 3.41 per cent of the total space, while during the same period in the Journal and Guide, reports about them represented 2.3 per cent of the articles and 2.82 per cent of the column inches. Personalities connected with trade schools received no mention in either paper.

Totals for the category indicate a contrast in the treatment of personalities connected with educational institutions by the two papers. During the year's period, the 435 articles in the Journal and Guide were allotted 1,805 column inches while the 302 Courier articles received an allotment of 960.25 inches of space.

Table 4 reveals the type of personalities discussed in the articles and the frequency with which the articles appeared in the two papers. Articles concerning students in educational institutions had the highest frequency of appearance in the Journal and Guide. The articles dealt mainly with the accomplishments of students such as scholastic honors received, scholarships and fellowships awarded to them, and their leadership in school or college activities. Articles of this type appeared 183 times in the Journal and Guide and 135 times in the Courier. Articles concerning faculty members appeared most frequently in the Courier. Such articles reported on the promotions, appointments, contributions, speaking engagements, higher degrees earned, and other accomplishments of faculty members of various schools, colleges, and universities. During the year's period, the Courier contained 141 articles of this type as compared with the 165 which appeared in the Journal and Guide. Other personalities which received mention in the Courier were alumni, 19; trustees, two; other, which included supervisors, superintendents, and members of boards of education, five. In the Journal and Guide, the number of appearances were 48 for alumni; six for other; and three for trustees.

In both papers, news items concerning the various personalities were usually accompanied by photographs of the individuals under discussion. This method of presentation helped to add interest to the contents of the articles.

Although, as was shown in Table 3, both papers allotted the largest number of articles and the greatest amount of space in column inches to articles concerning personalities connected with colleges

TABLE 4

FREQUENCY OF THE APPEARANCE OF SUBJECTS PERTAINING TO
CATEGORY B, PERSONALITIES CONNECTED WITH EDUCA-
TIONAL INSTITUTIONS, IN THE COURIER AND THE
JOURNAL AND GUIDE, JUNE, 1952 - MAY,
1953

<u>Courier</u>		<u>Journal and Guide</u>	
Subjects	Frequency	Subjects	Frequency
Faculty	141	Students	183
Students	135	Faculty	180
Alumni	19	Alumni	58
Trustees	2	Other	6
Other*	5	Trustees	8
Total	302		435

* Supervisors, Superintendents, and Members of Boards of Education.

and universities, they differed in their treatment of subjects pertaining to these personalities. From the standpoint of frequency with which certain types of subjects appeared, the Journal and Guide gave the most emphasis to students in the various institutions while the Courier emphasized reports concerning the faculty members.

Curricular Activities

Information concerning activities related to the curriculum of schools, college and universities should be of interest to students, prospective students, parents, educators, and other persons who have an interest in the institutions. If such information is to reach an interested reading public, newspapers should serve as effective media for

disseminating it. This study, therefore, determined and compared the treatment of curricular activities in the Courier and the Journal and Guide.

As was noted for the preceding categories, it is true also in this one that colleges and universities received the greatest consideration in both papers. Table 5 reveals that in the Journal and Guide, 82.76 per cent of the articles and 80.3 per cent of the column inches represented curricular activities in colleges and universities while their representation in the Courier was 81.25 per cent of the articles and 22.25 per cent of the space allotted to the category. Reports of curricular activities in professional schools were scarce in both papers. One article in the Courier occupied 6.25 inches and the two in the Journal and Guide occupied 22 column inches of space. For reports concerning high-school curricular activities, the treatment in the Courier included 12.5 per cent of the articles which were allowed 25.83 per cent of the space and in the Journal and Guide, the treatment involved 10.34 per cent of the articles and 5.01 per cent of the space in column inches. Curricular activities for elementary schools, special schools, and trade schools received no mention in either paper.

For the twelve-month period, the Journal and Guide contained 29 articles pertaining to curricular activities in colleges and universities, professional schools, and high schools which were printed in 149.75 column inches of space. For the same period, the Courier printed 16 articles of this type and distributed them over 91 inches.

The types of subjects which related to curricular activities in the schools, colleges and universities and the frequency of their

TABLE 5

NUMBER AND PERCENTAGE OF ARTICLES AND COLUMN INCHES
DEALING WITH CATEGORY C, CURRICULAR ACTIVITIES,
IN THE COURIER AND THE JOURNAL AND GUIDE
JUNE, 1952 - MAY, 1953

Institution	<u>Courier</u>				<u>Journal and Guide</u>			
	Articles		Column Inches		Articles		Column Inches	
	Num- ber	Per- centage	Num- ber	Per- centage	Num- ber	Per- centage	Num- ber	Per- centage
Colleges and Universities	13	81.25	65.75	72.25	24	82.76	120.25	80.3
Professional Schools	1	6.25	1.75	1.92	2	6.9	22.00	14.69
High Schools	2	12.5	23.5	25.83	3	10.34	7.5	5.01
Elementary Schools	0	0.00	0	0.00	0	0.00	0	0.00
Special Schools	0	0.00	0	0.00	0	0.00	0	0.00
Trade Schools	0	0.00	0	0.00	0	0.00	0	0.00
Total	16	100.00	91.00	100.00	29	100.00	149.75	100.00

appearance in the two papers are presented in Table 6. Reports on subjects offered in the curriculums of the various institutions included in this study received the highest frequency of appearance in the Courier by appearing seven times. In comparison, news concerning classroom activities was the most frequently reported subject in the Journal and Guide. Additional subjects pertaining to the category which were emphasized in the Courier were R. O. T. C., four; classroom activities, three; and evening classes, two. For the Journal and Guide, the

TABLE 6

FREQUENCY OF THE APPEARANCE OF SUBJECTS TREATING OF
CATEGORY C, CURRICULAR ACTIVITIES, IN EDUCATION-
AL INSTITUTIONS IN THE COURIER AND THE JOUR-
NAL AND GUIDE, JUNE, 1952 - MAY, 1953

<u>Courier</u>		<u>Journal and Guide</u>	
Subjects	Frequency	Subjects	Frequency
Subjects Offered	7	Classroom Activities	13
R. O. T. C.	4	Subjects Offered	11
Classroom Activities	3	R. O. T. C.	3
Evening Classes	2	Evening Classes	2
Total	16		29

emphasis was on subjects offered, 11; R. O. T. C., two; and evening classes, two. For all subjects under consideration in the category, 13 more articles were printed in the Journal and Guide than in the Courier.

Extra-Curricular Activities

Extra-curricular activities have become very important as well as popular in institutions of higher education and in high schools. News reports of these activities are of special interest to students, alumni, and friends of institutions. These groups represent readers who regularly refer to newspapers for the reports of extra-curricular activities as well as announcements of coming events that will take place on the various campuses. In recognition of these facts, this study determined and compared the treatment of extra-curricular activities in the Courier

and the Journal and Guide.

An indication of the special consideration given news reports concerning extra-curricular activities is presented in Table 7. According to this data, the fact is further emphasized that in the treatment of educational topics, the two papers allocated the largest number of articles and allotted the greatest amount of space in column inches to reports pertaining to colleges and universities. It is immediately evident that the extent of the treatment of extra-curricular activities in colleges and universities exceeds the treatment accorded to any of the previously discussed categories. The figures attest to the fact that in the Courier, the treatment given extra-curricular activities in institutions other than those of higher learning is almost negligible as the college reports accounted for 98.78 per cent of the articles and 98.52 per cent of the space allotment for the category. On the other hand, the number of articles in the Journal and Guide represented 87.57 per cent of its total number for the year and the number of column inches amounted to 87.12 per cent of the total number. For extra-curricular activities in high schools, the treatment in the Journal and Guide was represented by 10.12 per cent of the articles and 10.69 per cent of the space; in the Courier, the percentages were 1.22 for the articles and 1.48 for the column inches. Elementary school extra-curricular activities were reported in 2.31 per cent of the Journal and Guide articles and occupied 2.19 per cent of the space allotment while there were no reports concerning them in the Courier. Special schools and trade schools received no treatment in either paper.

TABLE 7

NUMBER AND PERCENTAGE OF ARTICLES AND COLUMN INCHES
PERTAINING TO CATEGORY D, EXTRA-CURRICULAR AC-
TIVITIES, IN THE COURIER AND THE JOURNAL
AND GUIDE, JUNE, 1952 - MAY, 1953

Institutions	<u>Courier</u>				<u>Journal and Guide</u>			
	Articles		Column Inches		Articles		Column Inches	
	Num- ber	Per- centage	Num- ber	Per- centage	Num- ber	Per- centage	Num- ber	Per- centage
Colleges and Universities	325	98.78	1,841.5	98.52	303	87.57	1,885.95	87.12
High Schools	4	1.22	27.75	1.48	35	10.12	231.2	10.69
Elementary Schools	0	0.00	0	0.00	8	2.31	47.5	2.19
Special Schools	0	0.00	0	0.00	0	0.00	0	0.00
Trade Schools	0	0.00	0	0.00	0	0.00	0	0.00
Total	329	100.00	1,869.25	100.00	346	100.00	2,164.65	100.00

In reference to the totals, the 346 Journal and Guide Articles were distributed over 2,164.65 inches of space as compared with 329 articles in the Courier which occupied 1,869.25 column inches.

The type of extra-curricular activities dealt with in the articles are revealed in Table 8. According to the frequency of appearance in both papers, the activity most emphasized was sports. Reports of sports activities made 304 appearances in the Journal and Guide and 274 in the Courier. Sports engaged in by students as discussed in the articles were of a variety of types. Typical examples were football, basketball, baseball, track, swimming, boxing, wrestling, and tennis.

TABLE 8

FREQUENCY OF THE APPEARANCE OF SUBJECTS RELATING TO
CATEGORY D, EXTRA-CURRICULAR ACTIVITIES, IN THE
COURIER AND THE JOURNAL AND GUIDE, JUNE,
1952 - MAY, 1953

<u>Courier</u>		<u>Journal and Guide</u>	
Subjects	Frequency	Subjects	Frequency
Sports	275	Sports	304
Choir	14	Other	14
Dramatics	15	Dramatics	11
Other*	17	Choir	11
Fraternities and Sororities	9	Fraternities and Sororities	6

*Bands, Debating Clubs, Glee Clubs.

The athletic prowess of individual athletes received much attention in the reporting of sports news.

Additional activities emphasized, according to the frequency of their appearances in the Courier, were those concerning the public appearances of college choirs, 14; presentations by dramatic clubs, 15; other, which included reports on bands, debating clubs, and glee clubs, 17; and activities sponsored by fraternities and sororities, nine. In the Journal and Guide, the emphasis according to the frequency with which the subjects appeared was on other, 10; dramatics, 11; choirs, 11; and fraternities and sororities, six.

Integration in Educational Institutions

During the period of this study, the effort to secure integration in educational institutions was one of the major social problems in the South. Authentic news and discussions of procedures used to secure integration or to obstruct it as recorded in newspapers can be of intrinsic value to interested readers. The objective reporting and clear interpreting of news concerning integration should have adequate treatment in newspapers since they are one of our most commonly used media of communication. For this reason, a comparison of the treatment granted reports on integration in educational institutions by the Courier and the Journal and Guide was a purpose of this study.

The way in which this topic was treated in the two papers for the period June, 1952 - May, 1953 is shown in Table 9. As has been revealed in preceding tables, colleges and universities commanded the largest number of articles and column inches for this category also. In the Courier, the number of articles amounted to 70 per cent of the total number for the category and they occupied 65.9 per cent of the total space; in the Journal and Guide, the percentage for the articles was 55.56 and for the column inches it was 52.74. Integration in public schools was discussed in 29.63 per cent of the reports in the Journal and Guide and in 23.33 per cent of those in the Courier. Both papers, however, distributed the articles over approximately the same percentage of space which was 31. Integration in professional schools was discussed in 14.81 per cent of the articles concerning this category in the Journal and Guide and they were allotted 16.1 per cent of the total inches

TABLE 9

NUMBER AND PERCENTAGE OF ARTICLES DEALING WITH CATEGORY
C, INTEGRATION IN EDUCATION IN EDUCATIONAL INSTI-
TUTIONS, IN THE COURIER AND THE JOURNAL AND
GUIDE, JUNE, 1952 - MAY, 1953

Institutions	<u>Courier</u>				<u>Journal and Guide</u>			
	Articles		Column Inches		Articles		Column Inches	
	Num- ber	per- centage	Num- ber	Per- centage	Num- ber	Per- centage	Num- ber	Per- centage
Colleges and Universities	21	70.00	160.00	65.9	15	55.56	132.00	52.74
Public Schools	7	23.33	75.5	31.1	8	29.63	78.00	31.16
Professional Schools	2	6.67	7.25	3.00	4	14.81	40.25	16.1
Total	30	100.00	242.75	100.00	27	100.00	250.25	100.00

allowed while in the Courier, the comparative percentages were 6.67 for the articles and three for the amount of space.

In regard to the totals for this category, the Courier contained 30 articles which were allotted 242.75 column inches, while the number in the Journal and Guide amounted to 27 with an allotment of 250.25 inches of space.

The types of subjects through which integration in educational institutions was discussed and the number of times they appeared in each paper are pointed out in Table 10. The largest number of reports for any single subject was found in the Courier which contained 17 on the action of school and government authorities in regard to integration in educational institutions. Court action in connection with cases against

TABLE 10

FREQUENCY OF THE APPEARANCE OF SUBJECTS PERTAINING TO
CATEGORY D, INTEGRATION IN EDUCATIONAL INSTITU-
TIONS, IN THE COURIER AND THE JOURNAL AND
GUIDE, JUNE, 1952 - MAY, 1953

<u>Courier</u>		<u>Journal and Guide</u>	
Subjects	Frequency	Subjects	Frequency
Action of school and government authorities	17	Court Action	12
Court Action	6	Action of school and government authorities	11
Action of parents	4	Action of parents	3
Action of students	1	Action of students	1
Action of others*	2		
Total	30		27

* Editors

local school boards was the subject which received the highest number of reports in the Journal and Guide. Other subjects which received mention and the number of times they appeared in the Courier are Court action, six; action of parents, four; action of students, one; and activities of others, two. In comparison, additional subjects emphasized in the Journal and Guide were action of school and government authorities, 11; action of parents, three; and action of students, one.

For the twelve-month period, the two papers gave the greatest emphasis to two different types of subjects as determined by the frequency with which these subjects appeared in each of the papers. In reporting and discussing news concerning integration in educational

institutions, the Courier gave its major emphasis to the action of school and government authorities while during the same period, the Journal and Guide emphasized action in the courts.

Direct action, pro and con, by school and government authorities during this period was significant because it could indicate the difficulty or ease with which the goal would be reached. For this reason, this study determined the number of favorable and unfavorable reports on the policies of these officials by counting the number of articles which reported cooperative action without court orders and the number which reported antagonistic procedures by the officials. It was obvious from this analysis that in both papers, reports of favorable action by these authorities exceeded those of unfavorable action. In the Courier, favorable reports appeared 15 times in contrast to six appearances of unfavorable reports. In the Journal and Guide, there appeared six favorable reports as compared with five unfavorable ones. The majority of favorable reports were concerned with the action by the authorities of colleges and universities in the South who instituted integration without pressure from the results of court decisions. Unfavorable reaction reported dealt principally with tactics used by some Southern Governors.

Professional Educational Organizations

Professional educational organizations contribute to the professional improvement of teachers in service and also institute many plans for the improvement of educational institutions in regard to management, policies, and methods of instruction. It is assumed that the effectiveness of these organizations can be increased if reports of

their current activities reach an interested reading public which is composed not only of educators but other readers who are interested in educational trends. In recognition of these facts, this study has determined the extent of the treatment accorded news of these organizations in the Courier and the Journal and Guide.

As shown in Table 11, in each paper there were 12 articles which reported on Teachers' Associations. Associations under discussion included both state and county organizations. In the Courier, the 12 articles represented 92.31 per cent of the total for the category; in the Journal and Guide, they represented 50 per cent of the total number. The space allotment for articles in the Courier amounted to 61.5 inches or 93.89 per cent of the total number, while in the Journal and Guide, the 101.7 inches were 65.53 per cent of the total inches for the category. Fifty per cent of the articles in the Journal and Guide dealt with Parent-Teacher Associations. The 12 articles occupied 24.47 per cent of the total space given to this category. In the Courier, 7.64 per cent of the reports for the category represented these organizations and 6.11 per cent of the total space was allotted to them.

Totals for this category point out that the Journal and Guide contained 24 articles during the period and these articles covered 155.2 column inches of space. The Courier, on the other hand, contained 13 articles with an allotment of 65.5 inches.

Articles dealing with professional educational organizations were concerned with reports on the activities and the meetings of

TABLE 11

NUMBER AND PERCENTAGE OF ARTICLES TREATING OF CATEGORY F, PROFESSIONAL AND EDUCATIONAL ORGANIZATIONS, IN THE COURIER AND THE JOURNAL AND GUIDE, JUNE, 1952 - MAY, 1953

Organizations	<u>Courier</u>				<u>Journal and Guide</u>			
	Articles		Column Inches		Articles		Column Inches	
	Num- ber	Per- centage	Num- ber	Per- centage	Num- ber	Per- centage	Num- ber	Per- centage
Teachers' Associations	12	92.31	61.5	93.89	12	50.00	101.7	65.53
Parent-Teacher Associations	1	7.64	4.00	6.11	12	50.00	53.5	24.47
Total	13	100.00	65.5	100.00	24	100.00	155.2	100.00

Teachers' Associations and Parent-Teacher Associations. As determined by the frequency of their appearance, Table 12 indicates that the Courier emphasized reports dealing with the activities of these associations. There were 11 reports of this type included during the twelve-month period. Articles pertaining to meetings held by the organizations appeared twice. In the Journal and Guide, the emphasis was on the activities of the organizations. Articles containing this type of information appeared 17 times and those concerning meetings of the organizations had seven appearances.

This chapter has been concerned with an analysis of the findings of the study in regard to the treatment of education in selected issues of the Pittsburgh Courier and the Norfolk Journal and Guide, appearing between the dates June, 1952 - May, 1953. A summary of the data

TABLE 12

FREQUENCY OF THE APPEARANCE OF SUBJECTS DEALING WITH
CATEGORY F, PROFESSIONAL EDUCATIONAL ORGANIZA-
TIONS, IN THE COURIER AND THE JOURNAL AND
GUIDE, JUNE, 1952 - MAY, 1953

<u>Courier</u>		<u>Journal and Guide</u>	
Subjects	Frequency	Subjects	Frequency
Activities	11	Activities	17
Meetings	2	Meetings	7
Total	13		24

presented in this chapter followed by conclusions and recommendations
will be presented in the next chapter.

CHAPTER IV

SUMMARY AND CONCLUSIONS

In order to execute the purpose of this study which was to determine the extent and compare the treatment of education in the Pittsburgh Courier and the Norfolk Journal and Guide, from June, 1952 through May, 1953, the methodology as given in chapter one was meticulously followed. Upon the basis of a careful check of the sample for articles related to education, the articles were classified and placed in the following categories: (A) Educational Institutions; (B) Personalities Connected With Educational Institutions; (C) Curricular Activities; (D) Extra-Curricular Activities; (E) Integration in Educational Institutions; and (F) Professional Educational Organizations. Specific subjects were then considered in relation to these categories.

By means of a checklist, related articles were recorded under the proper categories as to number of articles, the amount of space allotted to them, and the subjects treated. Percentages for articles and column inches were considered in relation to the totals for the category.

A quantitative description of each article related to a category was secured by counting each article once and measuring its length in inches; the frequency with which particular subjects occurred was arrived at by counting the number of occurrences for each subject. The purpose of this study was accomplished when the results of these methods

were tabulated and the findings revealed.

A composite description of the treatment of education in the Courier and the Journal and Guide in regard to the total number of articles and the total number of column inches over which these articles were distributed is presented in Table 13. It is evident from the data given that totals for the period indicate that the Courier contained 384 articles which related to education as compared with 1,162 in the Journal and Guide. The space allotted to the articles in the Courier amounted to 4,211 column inches while the allotment of inches in the Journal and Guide was 6,438.3.

There was a difference in the two papers as to the type of information for which the largest number of articles was printed. In the Courier, the largest number pertained to extra-curricular activities, while in the Journal and Guide, the largest number was concerned with personalities connected with educational institutions. A similarity in the extent of the treatment of education is evident in the fact that in each paper the largest number of column inches was distributed among articles dealing with extra-curricular activities.

The type of articles for which there was the least difference in number and amount of space contained information regarding integration in educational institutions. Information concerning educational organizations represented the kind of report for which each paper printed the smallest number of articles and distributed them over the smallest amount of space.

The types of subjects emphasized in both papers as determined by the frequency with which they appeared during the year are presented in Table 14. As revealed in the tabulation, the most frequently recurring

TABLE 13

NUMBER AND SPACE ALLOTMENT OF ALL ARTICLES PERTAINING
TO EDUCATION IN THE COURIER AND THE JOURNAL AND
GUIDE, JUNE, 1952 - MAY, 1953

Categories	<u>Courier</u>		<u>Journal and Guide</u>	
	Number of Articles	Number of Column Inches	Number of Articles	Number of Column Inches
A Educational Institutions	193	971.00	301	1,913.00
B Personalities Connected with Educational Institutions	302	960.00	435	1,805.45
C Curricular Activities	17	102.5	29	149.75
D Extra-Curricular Activities	329	1,869.25	346	2,164.65
E Integration in Educational Institutions	30	242.75	27	250.25
F Educational Organizations	13	62.5	24	155.2
Total	884	4,211.00	1,162	6,438.3

subject in each paper was sports. In addition to sports news, the most frequently reported subjects in order of the number of their appearances in the Courier were concerned with the activities of faculty members,

TABLE 14

FREQUENCY OF THE APPEARANCE OF ALL SUBJECTS RELATING TO
EDUCATION IN THE COURIER AND THE JOURNAL AND GUIDE,
JUNE, 1952 - MAY, 1953

<u>Courier</u>		<u>Journal and Guide</u>	
Subjects	Frequency of Appearance	Subjects	Frequency of Appearance
Sports	274	Sports	304
Faculty members	141	Students	183
Students	135	Faculty members	165
Programs	87	Programs	133
General information	29	Alumni	58
Building and equipment	28	General information	58
Alumni	19	Buildings and equipment	50
Finances	18	Conferences	30
Bands, debating clubs, etc.	17	Finances	25
Action of authorities concerning integration	17	Supervisors, superintendents, etc.	21
Enrollment	17	Activities of professional organizations	17
Dramatics	15	Bands, debating clubs, etc.	14
Choirs	14	Classroom activities	13
Conferences	14	Action of authorities concerning integration	11
Activities of professional organizations	11		

TABLE 14--Continued

<u>Courier</u>		<u>Journal and Guide</u>	
Subjects	Frequency of Appearance	Subjects	Frequency of Appearance
Fraternities and sororities	9	Action of authorities concerning integration	11
Subjects offered	7	Subjects offered	11
Court action concerning integration	6	Dramatics	11
R. O. T. C.	5	Choirs	11
Supervisors, superintendents, etc.	5	Trustees	8
Action of parents concerning integration	4	Meetings of professional organizations	7
Classroom activities	3	Fraternities and sororities	6
Evening classes	2	Enrollment	5
Trustees	2	Action of parents concerning integration	3
Meetings of professional organizations	2	R. O. T. C.	3
Action by editors concerning integration	2	Evening classes	2
Action of students concerning integration	1	Action of students concerning integration	1
Total	884		1,162

the activities of students, and different types of programs sponsored by schools and colleges. In the Journal and Guide, the greatest emphasis was given to the same types of subjects. Besides the sports topics which appeared most frequently, the order of emphasis according to the number of occurrences was the activities of students, the activities of faculty members, and reports of programs. The subject which appeared only once in each paper was the action of students concerning integration in educational institutions.

Conclusions

Upon the basis of the evidence obtained from the findings in this study, the following conclusions have been drawn by the writer:

- (1) In consideration of the total number of articles printed and the total number of column inches allotted to the articles, the Pittsburgh Courier and the Norfolk Journal and Guide give a significant amount of attention to education. The two papers differ in the extent of their treatment, however. For the twelve-month period used in this study, the Journal and Guide contained 278 more articles relating to education than the Courier and the space allotment for the total number of articles exceeded that in the Courier by 2,227.3 inches.
- (2) In comparison with the Journal and Guide, the Courier gave very little attention to news concerning public schools. Its major concern was with news related to institutions of higher learning.

- (3) A similarity in the treatment of education was revealed by the fact, that in both papers, news reports and discussions pertaining to colleges and universities represented the largest number of articles and covered the largest amount of space in column inches. The extent of the treatment accorded colleges and universities, therefore, indicates that both the Courier and the Journal and Guide in their treatment of education emphasize higher education. This conclusion is similar to the one reached by Dr. Virginia L. Jones¹ in her study of the Chicago Defender. She observed:

The emphasis in education is placed in the area of higher education. By far the most of the articles are just news accounts of activities of educational institutions.

- (4) In their treatment of education, the Courier and the Journal and Guide showed a similarity by giving the most consideration to extra-curricular activities in colleges and universities with special attention to sports. This was true in the allotment of column inches and the frequency with which sports articles appeared.
- (5) The functions of the Negro newspapers were exemplified in the treatment of education by the Courier and the Journal and Guide. The main function, to fight for first-class citizenship and full opportunity and growth for Negroes,

¹Jones, op. cit., p. 17.

was carried out in their treatment of articles relating to integration in educational institutions. The articles in each paper were concerned not only with the objective reporting of the news but, through editorials, with the interpretation of trends and a protesting against existing inequalities.

The method used to execute another function, to increase the Negro's pride in himself and respect for himself, was evident in the treatment accorded articles dealing with personalities connected with educational institutions. For the year, the highest number of educational articles in the Journal and Guide was devoted to this category. In each paper, information on these personalities dealt with their progress and achievement, and the articles were usually accompanied by photographs of the individuals under discussion.

The efforts of the two papers to contribute to better race relations, another function of the Negro newspaper, was indicated in their treatment of news concerning personalities in white as well as Negro institutions with emphasis on Negro students and faculty members in white institutions and white students and faculty members in Negro institutions. Another example was found in the treatment of integration in the institutions. In reporting

on the attitudes of school and government authorities concerning this controversial subject, both papers reported more favorable attitudes than unfavorable. This fact is in keeping with the results of the Fortune¹ analysis.

Recommendations

As a result of the conclusions drawn, the following recommendations are offered:

- (1) The Courier, because of its large circulation in the South, should consider giving more attention to the reporting of news concerning public schools, particularly high schools.
- (2) The Courier and the Journal and Guide should consider increasing the coverage of news pertaining to special schools and trade schools. News of these institutions would probably prove interesting to those readers who have no particular interest in institutions of higher learning.
- (3) The number of articles pertaining to education, the amount of column inches allotted to them, and the emphasis given to specific subjects are significant and, therefore, can be considered to have historical import. Institutions which send releases regularly to the two papers can use the clippings and photographs to build up an information

¹"Press Analysis, Negroes", op. cit.

file or scrapbook on the history of the institution. On microfilm, the two papers can serve as valuable sources for the contemporary history of Negro education.

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